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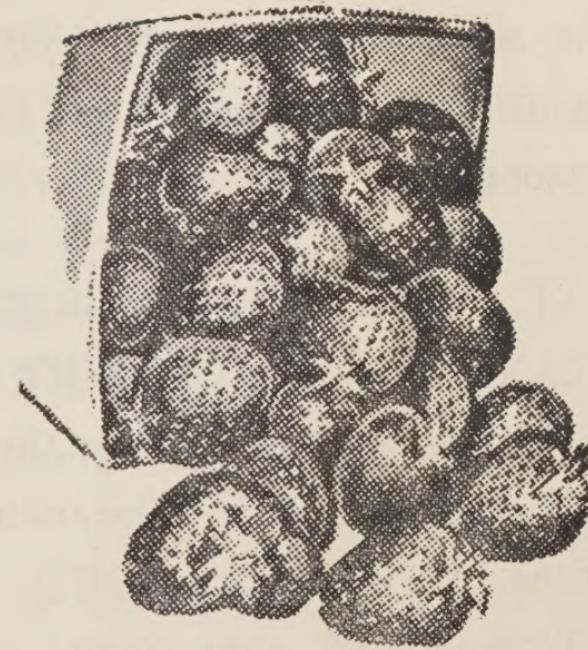
YOU'VE HEARD ABOUT IT --
-- NOW YOU CAN GET IT

Hagerstrom New Patented

'RED-GLO'

Everbearing Strawberry

(Patent Pending)



HAGERSTROM
Strawberry Nursery

ENFIELD, MINN.

February 3, 1950

As the result of 15 years of plant breeding Marion Hagerstrom, of Enfield, Minnesota, has, by crossing the Fairfax and the Wayzata Variety developed an Everbearing Strawberry that combines just about all the qualities that go to make a perfect Strawberry.

This is not just a chance cross, selected from open pollinated seedlings, but the controlled cross of these two varieties and the selection is one of 15,000 seedlings which has been tested for 11 growing seasons.

WHAT MAKES THIS VARIETY SO OUTSTANDING? The DESSERT QUALITY is of the highest. It has the flavor of the Fairfax which is outstanding among June berries for quality. It is SWEET enough so that many persons prefer to eat without sugar. It is excellent for processing and is not surpassed as a freezing berry.

The flesh is firm, rich red clear

through, and the core is small. It carries its size well throughout the season.

The appearance in a crate just sells it on sight. The berries are a rich glossy red and do not darken perceptibly after standing. They still appear salable even after three days in ordinary room temperature. The entire berry ripens evenly so that it picks well for market. Berries held in a refrigerator last summer were in good condition after 10 days.

The yield is as outstanding as its quality. The Everbearing crop in 1949 yielded 4,000 quarts from one acre. This was in a year that had less than normal rainfall and when more effort was made to grow plants than grow fruit.

The berries easily sold for 35 cents per pint to retail stores. The Everbearing crop started July 8th and continued until freeze-up about October 25th. There is also a June crop to come in 1950. No record was kept but last year's June crop was of high quality, good yield and

was picked over a period of four weeks. In general the June crop comes later than most varieties.

The variety is hardy. It has been grown for 11 years without any appreciable winter kill. It has not failed to produce a crop in that time. The plants are vigorous and fruiting stems are strongly up-right so that fruit is kept off the ground.

Finally an outstanding thing about Hagerstrom's Red-Glo is that it will produce runner plants. An average of 15 runner plants per parent plant were produced last year by August 15th.

A patent is pending and a limited number of plants will be available for sale, under restrictions, this year. Plants may be propogated by the buyer for his own use only.

Plants will be offered for sale by other licensed growers and dealers also.